

### **Amendments to the Claims**

Please amend the claims as indicated below. All claims are listed below, with amended claims so marked. This listing of claims will replace all prior versions, and listings, of claims in the application:

1           1.     (Original)     A method for a handheld device to facilitate interaction with a  
2 viewing device receiving a broadcast, comprising:  
3           indicating with the handheld device interest in obtaining a content catalog  
4 identifying content in a first data format provided by a content provider;  
5           receiving the content catalog from a formatting agent;  
6           selecting content in the content catalog having the first data format; and  
7           receiving said selected content from the formatting agent in a second data format  
8 compatible with the handheld device.

9           2.     (Original)     The method of claim 1, wherein the handheld device  
10 comprises a wireless coupling to the formatting agent.

11          3.     (Original)     The method of claim 1, wherein the content catalog content  
12 corresponds at least in part to broadcasts available for receipt by the viewing device.

13          4.     (Original)     The method of claim 1, further comprising:  
14 broadcasting the broadcast to the viewing device over a communication channel;  
15 determining broadcast-related data for the broadcast; and

1 making said broadcast-related data available to a content initiator so that the  
2 content initiator associates said broadcast related data with the content catalog.

3 5. (Original) The method of claim 4, further comprising:  
4 providing, by a broadcaster, said broadcast-related data to a content provider so  
5 that the content provider makes said broadcast-related data available to the content  
6 initiator.

7 6. (Currently Amended) The method of claim 1, wherein the first data  
8 format is incompatible with the handheld device, the method further comprising:  
9 retrieving said selected content from the content provider; and  
10 converting by the formatting agent of the first data format into the second data  
11 format;  
12 ~~transmitting the second data format to the handheld device; and~~  
13 ~~rendering the second data format on the handheld device.~~

14 7. (Original) The method of claim 1, further comprising:  
15 retrieving by the formatting agent of said selected content from the content  
16 provider;  
17 determining the first data format is incompatible with the handheld device; and  
18 converting said selected content into said compatible second data format.

19 8. (Currently Amended) The method of claim 1 [ 7 ], wherein said  
20 converting comprises:  
21 determining characteristics of the handheld device;

1 identifying a portion of said selected content that is incompatible with the  
2 handheld device; and  
3 wherein said receiving said selected content from in the second data format  
4 includes converting said incompatible portion into a compatible portion based on said  
5 determined characteristics.

6 9. (Original) The method of claim 7, wherein said incompatible portion  
7 comprises an Internet communication protocol.

8 10. (Original) The method of claim 1, wherein the content catalog  
9 comprises selected ones of: links to content provider content, and embedded content  
10 provider content.

11 11. (Original) An apparatus, comprising a machine accessible medium  
12 having instructions encoded therein, which when executed by the machine, are capable  
13 of directing the machine to perform the operations of claim 1.

14 12. (Original) The apparatus of claim 11, wherein said instructions include  
15 further instructions capable of directing the machine to perform the operations of claim  
16 4.

17 13. (Original) The apparatus of claim 12, wherein said instructions include  
18 further instructions capable of directing the machine to perform the operations of claim  
19 5.

1           14.    (Original)    The apparatus of claim 11, wherein said instructions include  
2    further instructions capable of directing the machine to perform the operations of claim  
3    6.

4           15.    (Original)    The apparatus of claim 11, wherein said instructions include  
5    further instructions capable of directing the machine to perform the operations of claim  
6    7.

7           16.    (Currently Amended)    The apparatus of claim 11 [ 15 ], wherein said  
8    instructions include further instructions capable of directing the machine to perform the  
9    operations of claim 8.

10          17.    (Original)    The apparatus of claim 15, wherein said instructions include  
11    further instructions capable of directing the machine to perform the operations of claim  
12    7.

13          18.    (Currently Amended)    A system to facilitate interaction with a viewing  
14    device receiving a broadcast, comprising:

15          a first machine system at a first location having disposed therein a content  
16    formatting server, and a handheld device communicatively coupled to the content  
17    formatting server;

18          a first memory accessible by the handheld device having first instructions stored  
19    therein, which when executed by the handheld device, direct the handheld device to  
20    monitor a user interface for a trigger event, and responsive thereto, to request a catalog  
21    from the content formatting server;

1 a second machine system at a second location, different from said first location,  
2 having disposed therein a content initiator communicatively coupled to the content  
3 formatting server; and

4 a second memory accessible by the content formatting server having second  
5 instructions stored therein, which when executed by the formatting server, direct the  
6 content formatting server to retrieve the catalog from the content initiator in a first data  
7 format, and provide the catalog to the handheld device in a second format.

8 19. (Original) The system of claim 18, wherein the first data format is the  
9 same as the second format.

10 20. (Original) The system of claim 18, wherein said second instructions  
11 include further instructions for converting the first data format into the second data  
12 format.

13 21. (Original) The system of claim 18, further comprising:  
14 a content provider communicatively coupled to the formatting server;  
15 wherein said first instructions include further instructions, which when executed  
16 by the handheld device, direct the handheld device to retrieve content from the content  
17 provider.

18 22. (Original) The system of claim 21, wherein said instructions include  
19 further instructions, which when executed by the handheld device, direct the handheld  
20 device to:

21 display the catalog on the handheld device;

1           receive a selection of a catalog entry corresponding to content provided by a  
2           content provider; and  
3           retrieve said content from the content provider.

4           23.   (New) The method of claim 1, wherein the content identified in the content  
5           catalog changes in accord with changes of material present in the broadcast.

6           24.   (New) A method for a handheld device to facilitate interaction with a  
7           viewing device receiving a broadcast, comprising:  
8           indicating with the handheld device interest in obtaining a content catalog  
9           containing at least one transitory selectable item associated with the broadcast, wherein  
10          the transitory selectable item comprises content having a first data format incompatible  
11          with the handheld device;  
12          receiving the content catalog from a formatting agent;  
13          selecting content in the content catalog having the first data format; and  
14          receiving said selected content from the formatting agent in a second data format  
15          compatible with the handheld device.

16          25.   (New) The method of claim 24, wherein the formatting agent is disposed  
17          within the viewing device.